

An abstract image showing a close-up of a hand holding a glass, with a warm, orange-gold glow emanating from the bottom right corner, creating a soft, ethereal atmosphere.

Communicating with Participants Effectively

Missouri WIC Program

Welcome to Communicating with Participants Effectively. This webinar will take approximately 10 minutes to complete.

Navigating the Webinar Controls

[Navigation Webinar Link](#)

Press Play to Continue

This webinar allows you, the learner, to move at your own pace. Any time you wish to go back to review a section, you may. If you need instructions on how to navigate through this webinar, click on the link located on the screen. When you complete the instructions, close the window to return to this screen. Click on the play button to continue. If you are already familiar with the navigation, click the play button on the control bar.

Purpose



The purpose of this training is to describe the various Value Enhanced Nutrition Assessment principles that are essential skills for all staff to master.

Training Objectives

1. **Define Value Enhanced Nutrition Assessment and provide a rationale for its use by WIC staff**
2. **Define rapport building and provide a rationale for its use by WIC staff**
3. **Define the six elements of effective communication**
4. **Describe cultural competency and other barriers to effective communication**

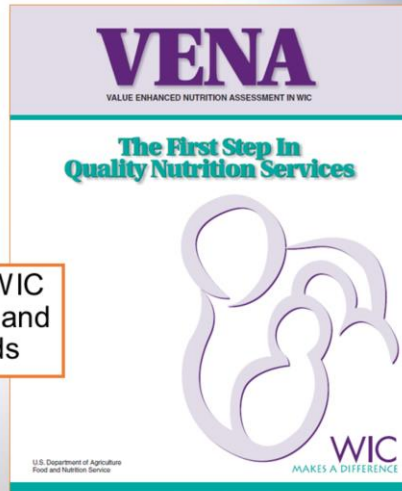


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After completing this module you will be able to: Define Value Enhanced Nutrition Assessment and provide a rationale for its use by WIC staff * Define rapport building and provide a rationale for its use * Define the six elements of effective communication * Describe cultural competency and other barriers to effective communication.

VENA It's a National Initiative

Focuses on WIC participants and their needs



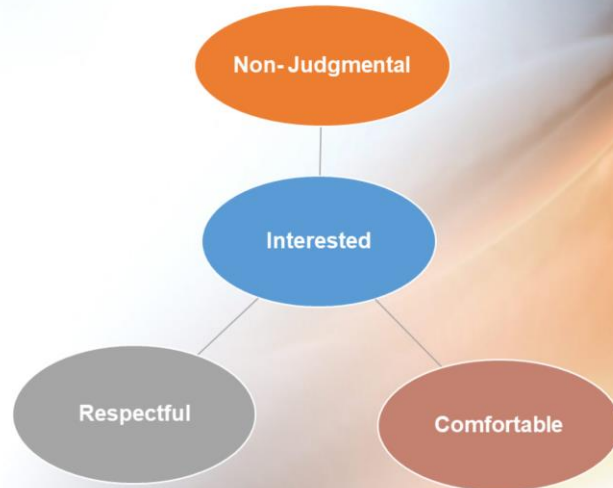
VENA-Value Enhanced Nutrition Assessment, was developed to provide guidance in completing WIC nutrition assessments and counseling. It is an approach which puts the focus on WIC participants and their needs.

Rapport Building



Rapport building is the foundation for any relationship and can be learned to assist you in discussing and solving difficult issues. Establishing rapport builds a positive relationship with participants which is based upon mutual understanding and trust.

Rapport Building



Introducing yourself, smiling, displaying positive body language and demonstrating a caring attitude help to establish rapport. Making sure that each person understands the message in a positive way is essential to building good communication.

Six Elements of Effective Communication

#1 Attitude



There are 6 elements of effective communication. * The first element is attitude, or how our mood comes across to people. Be polite, optimistic and use a friendly voice when talking with participants. Show compassion and display confidence.

Six Elements of Effective Communication (Cont.)



The second element is Action. * Actions are what you do while communicating with participants. Positive actions make the person feel welcome and comfortable. Being on time, using time efficiently, and focusing your full attention on the person are example of positive actions.

Six Elements of Effective Communication (Cont.)



#3 Talking

When * talking with participants, it is important to be courteous, establish trust, ask appropriate questions, not interrupt, and choose your words carefully. Remember, also, to use a respectful tone when you are speaking.

Six Elements of Effective Communication (Cont.)

#4 Listening



Listening * is acknowledging someone's thoughts and feelings. Being a good listener is essential to effective communication. Helping the person identify her or her feelings and reassuring the person that their feeling are okay are also important. Be sure to avoid making judgmental responses when talking with a participant.

Six Elements of Effective Communication (Cont.)



#5 Appearance

The fifth element of effective communication is appearance. * Appearance includes posture and leaning toward the person speaking. Avoid crossing your arms and legs. Use open palm gestures. Don't point, clench your fist, or shake your fingers. Show facial expressions by smiling or nodding during the conversation. Maintain eye contact if it is culturally appropriate and don't fidget or act restless, be aware of non-verbal cues.

Six Elements of Effective Communication (Cont.)



A large part of what we communicate to each other is nonverbal. * What you say to people with your eyes or your body language is just as powerful as what you say with words.

Six Elements of Effective Communication (Cont.)



Smile

* Commonly non-verbal body language include lack of eye contact, facial expressions, distance from the other person, your tone of voice, appearance, and body movements.

Six Elements of Effective Communication (Cont.)

#6 Setting



The last element of effective communication is the clinic setting. * How the area looks & feels to applicants and participants sets the tone for communication. Make sure the area is clean, attractive and orderly. A private setting where the participant can open communicate is also important.

Communicating Effectively with People of Different Cultures



WIC participants come from many different backgrounds. * Each participant have different beliefs, values and lifestyles. *In this section, culture refers to a population who has formed the same beliefs, values, norms and customs. Some cultural characteristics are apparent and others are less obvious.

Culture can affect behaviors about:



- Diet and nutrition
- Pregnancy
- Breastfeeding
- Alcohol and drug use
- Family planning
- Health care

Culture can affect behaviors about; *diet and nutrition, *pregnancy, *breastfeeding, *alcohol and drug use, *family panning and *health care. Understanding the differences in WIC participants improves your ability to communicate and provide services to them. It is important WIC staff do not discriminate against participants because of their differences.

Cultural Competency



Cultural competency is the ability to interact effectively with people from all cultures, classes, races, ethnic backgrounds, religions and other factors. Competency includes sensitivity, as well as an ability to work effectively with a culture. Competency includes not only knowledge about a culture group but also attitudes and skills for interacting with them.



Each culture has values and beliefs that have an impact on their acceptance of health care services, including nutrition counseling. These values and beliefs are neither good nor bad, but can lead to misunderstandings when providing WIC services.



Culture includes our ethnicity but is NOT limited to ethnicity. For example, you may identify with people who share your ethnic background, but may identify more with people who share your religious beliefs.

Ethnic and Cultural Resources



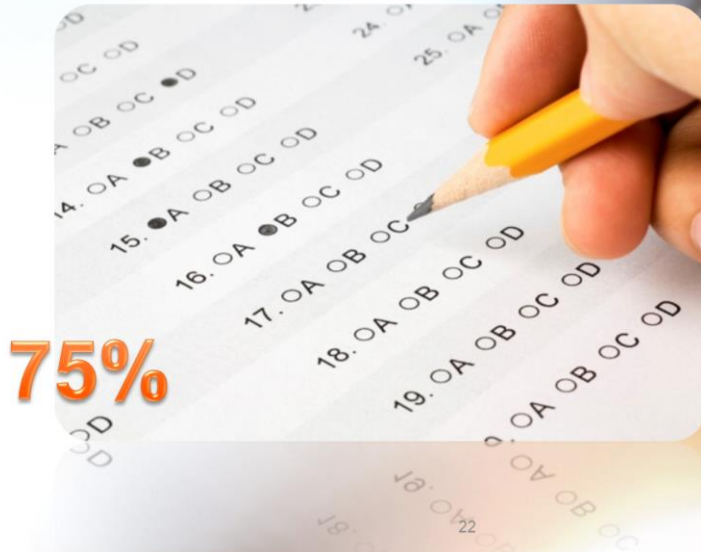
United States Department of Agriculture
National Agricultural Library

Click Here

Press Play to Continue

The most important thing to remember is to respect the fact that people come from different backgrounds and you need to approach each person as an individual with a unique perspective. Find background and practical resources for working with various ethnic/cultural groups by clicking * the USDA National Agricultural Library logo on the screen. * Press play to continue.

Quiz



Quizzes will be a part of this training. The amount of information covered, will determine the number of questions. Each user is required to complete the quiz. The quiz is interactive, so you will receive immediate scoring. * You must receive a score of at least 75% to “pass”. There is no limit to the number of times you can take a quiz.

Select all responses which would help improve communication.

- ☒ A) leaning forward in chair, nodding and smiling
- ☒ B) listening carefully
- ☒ C) identifying the speaker's feelings
- ☐ D) sitting with folded arms
- ☐ E) chewing gum while talking
- ☒ F) starting the session on time

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear

Select all responses which would have a negative effect on communication.

- ☒ A) correcting others
- ☒ B) interrupting
- ☐ C) being flexible
- ☐ D) showing respect
- ☒ E) avoiding challenging people

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear

Culture is the shared values, beliefs, views, traditions, norms, customs, arts, folklore, history and institutions of a group of people.

- ☒ A) True
- ☐ B) False

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear



Culture does NOT include our ethnicity.

- ☐ A) True
- ☒ B) False

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear

A participant may relate more with her religious background than her ethnic background.

- ☒ A) True
- ☐ B) False

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear

A culture served by WIC is pregnant teens.


- ☒ A) True
- ☐ B) False

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear



A person may identify with many cultures.

- ☒ A) True
- ☐ B) False

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

Submit

Clear

Quiz

Accuracy	{percent}
Number of Quiz Attempts	{total-attempts}

Question Feedback/Review Information Will
Appear Here

Continue

So, how did you do? After reviewing your score press the “continue” button.

Questions?

Contact your district nutritionist assigned to your agency.



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This concludes the training session on communicating with Participants Effectively. If you have any questions regarding the content of this training, please contact your district nutritionist assigned to your agency.